



SponsorMagic Media, LLC
Ph: 888-328-3830
john@sponsormagicmedia.com
www.sponsormagicmedia.com

A Solution for Cutting Ad Costs and Driving Business Growth

Most business execs share similar pain points. What keeps them awake at night are nagging questions like:

- How can I drive more growth in my organization?
- How can I create greater demand to feed our sales pipeline?
- How can I impact the customer's propensity to buy from us vs. our competitors?
- How can I hold down our advertising costs?

If that sounds like you, keep reading. We have a new way to help you solve these problems. It's called SponsorMagic.

SponsorMagic integrates branded entertainment on TV with targeted digital marketing and traditional marketing channels to **deliver sales growth and cost containment**.



SponsorMagic Feeds Your Sales Pipeline



SponsorMagic segments, which are seamlessly scripted into the television program, **develop brand awareness** and interest in ways traditional TV advertising can't. Today's TV viewers are immune to ad pitches that only hawk product features and functions. Brands need to communicate deeper value to capture their attention.

SponsorMagic is a new way for you to do that.

Sponsor segments on *The Stu and Laurie Variety Hour* engage people on an emotional level. Viewers of the show experience your brand as fun and entertaining. And they will have a **positive emotional response** to brands that identify with the show's mission and social impact.

Consulting firm Bain & Company's three decade study found that brands with deeper emotional connections with customers have higher perceived value, higher brand loyalty, and **higher sustained growth**. Those are the people you want in your sales pipeline!

Nurture Leads With Digital Marketing

It takes more than brand awareness to drive business growth. People need to go from knowing you, to liking you and trusting you before they will buy from you.

Depending on your industry, it can take **up to ten touches** from the time someone enters the sales pipeline to the time they make a decision to purchase. SponsorMagic partners can plug into our digital marketing channels to lead prospective customers through the decision process.

Digital Integration to Drive Sales



Social Media



Influencer Marketing



Website/Mobile

Our digital production team will create and implement co-branded website content, and co-branded social posts and paid boosts that are tailored to each platform — and to your marketing strategy. You have opportunities to **amplify your reach and impact** on Facebook, Twitter, Snapchat, Instagram and YouTube.



Influencers Put Quality Leads in the Pipeline

SponsorMagic Influencers Give You

- Trust and credibility
- Authentic advocacy
- Quality leads
- 3x-10x higher conversion rates
- Higher marketing ROI
- Targeted reach
- Cost effective impressions

As part of the digital integration, you can also incorporate a targeted influencer marketing campaign to **build trust** and credibility for your brand as people move through your sales pipeline.

We are partnering with YouTube influencer network Broadband TV, which has a monthly worldwide reach of 9 billion views. But the big benefit to you is **targeted reach**.

Targeted influencer campaigns add **quality leads to your pipeline**, which improves your marketing ROI. Plus, the content shared by influencers has 3-10 times **higher conversion rates** than other digital content.

Our digital production team works with you to target influencers who are a good strategic fit between your brand and the influencers' audience. Then we help influencers create organic branded content that makes an **authentic connection** with their audience.



National Advertising Exposure for a Fraction of the Cost

National TV advertising is expensive. The average cost of producing a 30-second commercial is \$344,000. In some cases it's a lot more. Factor in the high production mark-ups and the convoluted bidding processes some ad agencies use to inflate prices, and your marketing ROI really takes a hit.

What if you could cut out the cost of producing an ad entirely?

And what if you could also run a fresh, new ad every week?

It sounds fantastic, but that's exactly what you get with SponsorMagic segments on *The Stu and Laurie Variety Hour*. Every brand segment is written and produced by the show's production team. And every week they create a new segment that is scripted into the entertainment.

You don't have to pay an agency big bucks to produce a commercial.

Essentially you get the **national TV exposure** of advertising at the cost of the media buy alone. But it's better than advertising ... it's SponsorMagic!

Learn more about custom sponsor packages, rates, and reach on *The Stu and Laurie Variety Hour* by visiting www.sponsormagicmedia.com

